

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
-------------------------	----------------

<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
------------------------------	----------------------------------------------

<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Applica Consumer Products, Inc.	Windmere Corporation	10/15/2004	CORPORATION: FLORIDA

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	HP Intellectual Corp.
<b>Street Address:</b>	2751 Centerville Road, Suite 352
<b>Internal Address:</b>	Attn: John P. Garniewski
<b>City:</b>	Wilmington
<b>State/Country:</b>	DELAWARE
<b>Postal Code:</b>	19803
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	1099399	SHOWER ACTION

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(203)741-0058
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	203-741-0718
<b>Email:</b>	barry.deutsch@applicamail.com
<b>Correspondent Name:</b>	Barry E. Deutsch
<b>Address Line 1:</b>	35 Thorpe Avenue
<b>Address Line 2:</b>	Suite 104
<b>Address Line 4:</b>	Wallingford, CONNECTICUT 06492

<b>NAME OF SUBMITTER:</b>	Jennifer N. Correa
---------------------------	--------------------

<b>Total Attachments: 2</b> source=page 1#page1.tif source=page 2#page1.tif
-----------------------------------------------------------------------------------

CH \$40.00 1099399

**ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION**

WHEREAS, **APPLICA CONSUMER PRODUCTS, INC.**, (formerly known as Windmere Corporation), a corporation organized and existing under the laws of the State of Florida, having its principal office and place of business at 3633 Flamingo Road, Miramar, Florida 33027 (hereinafter the "Assignor") is the owner of the United States Trademark which is identified as: SHOWER ACTION, Registration No. 1,099,399 (hereinafter, the "Registration");

WHEREAS, **HP INTELLECTUAL CORP.**, a corporation organized and existing under the laws of the State of Delaware, having its principal office and place of business at 2751 Centerville Road, Suite 352, Wilmington, Delaware 19803, Attention: John P. Garniewski, Jr. (hereinafter, the "Assignee") is desirous of acquiring the entire right, title and interest of Assignor in and to said Registration;

NOW, THEREFORE in consideration of the sum of ONE DOLLAR (\$1.00) and other good and valuable consideration not herein specifically enumerated, the receipt and sufficiency of which is hereby acknowledged, the Assignor has sold, assigned and transferred, and by these present does hereby sell, assign and transfer unto the Assignee, its successors, assigns or other legal representatives, Assignor's entire right, title and interest including the good will associated therewith, and any common law rights in and to the said United States Registration with all rights thereunder as the same would have been held by the Assignor had this Assignment and sale not been made, Assignor reserving no rights unto itself.

The foregoing sale, assignment and Transfer shall include all claims for profits and damages of past infringement, if any, of said Registration with the right to sue for

